

### Remarks

In the Office Action mailed November 8, 2000, claim 1 is rejected under 35 USC Section 112 for insufficient antecedent basis. The guidelines related to the specification in 37 CFR 1.72(a) are also set forth in the Office Action, although no specific objection to the specification is made. Applicants have amended the Title of the Invention to more clearly described the claimed invention. Finally, claim 1 was also rejected under 35 U.S.C. 103 as being unpatentable over Toader, US Patent 5,774,869 (hereinafter "Toader") in view of McCarthy Re 36,116 (hereinafter "McCarthy").

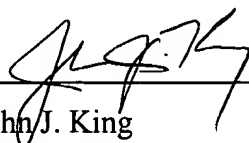
Toader is directed to a method for promoting a sponsor's products by providing a consumer or potential consumer with sponsor-paid access to the Internet includes the step of distributing a floppy disc with Internet access software. The Internet access software accesses and "handshakes" with an "Internet Entry Server", which verifies the PIN number, provides the access and times the sponsor paid Internet access time. In return, the Internet Entry Server performs as registration process which includes a number of personal questions and custom data gathering queries tailored by the sponsor for response by the user and initially gives the user a mandatory "guided tour" of the sponsor's Internet Home Page and domain where the user is exposed to current products and/or services of the sponsor and can download promotional coupons, product information, etc. The user is then released to browse the Internet and, after the free time is over, user paid refresh options are provided. McCarthy is cited for disclosing compensating customers with advertisements or discounts based upon the products or services which are purchased.

In response to the rejection, Applicants have amended the claim to clarify that advertisements are provided to an end user "in lieu of compensation for the subscription." Applicants have also amended the claim to include a limitation that advertisements are provided "based upon location related information of [a] wireless communication device." Neither reference, alone or in combination, discloses providing advertisements to a wireless communication device based upon location related information.

Applicants have also added new claims 2-20. Claims 2-20 also include similar limitations related to the location related information of the wireless communication device. Applicants submit that the new claims add no new subject matter and are allowable over the cited art for the same reason that claim 1 is believed allowable.

Applicants respectfully request reconsideration of the rejection in view of the above amendment and remarks.

Respectfully submitted,  
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ENTITLED: REMOTELY CONFIGURABLE MULTIMEDIA ENTERTAINMENT AND  
INFORMATION SYSTEM WITH LOCATION BASED ADVERTISING